



PROFILE

I love telling a good story, and listening to a few as well. That's why I belong to a profession, which enables me to earn a life, a few memories, and the occasional Friday evening Scotch - all by peddling stories.



An advertising copywriter for more than 16 years, I have done my rounds of agencies, from start-up boutiques to the big daddy networks. Over the years and rigors, I have earned my fair share of brickbats and laurels by creating stories for various products and services; therefore, helping them sell as brands. Conversant across medias that are time tested and ones that continue to evolve, some of the campaigns were memorable, most were intelligently mundane and a rare few provoked a behavioral change.

CONTACT



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ROHIT MUKHERJEE

A Story Peddler
The *who survived curiosity.*



Also, an Advertising Copywriter.

EXPERIENCE



Senior Creative Director | Dentsu Creative Services

February 2020 – Present (3 years 3 months & counting...)

Appointed as a Creative Director- South (Isobar) & promoted after a year. Presently leading an entire creative cluster within Dentsu while handling a plethora of clients across categories: Diageo, KFC, TTK SKORE, Unilever, Dettol, Kingfisher Radler, L&T Financial Services, Malabar Gold & Diamonds, Royal Enfield, Titan Watches (International Markets) & Paradise Biryani. Work profile includes:

- Crafting & overseeing execution of integrated marketing comms
- Strategizing for campaigns with a 'Digital & Experiential First' approach
- Collaborating with tech, UI/UX, Content team & Digital Production
- Overseeing Social Media led campaigns, ORM & Influencer collabs
- Leading new business pitches for digital advertising campaigns
- Mentoring & leading a talented bunch of creative professionals

Associate Creative Director | Bates CHI & Partners

June 2014 – January 2020 (5 years 7 months)

Primary client serviced: Colgate Palmolive Group (*all brands*) as a part of RedFuse Communications (*a full-service integrated communication agency under WPP*). The work profile includes:

- Conceptualizing, planning, scripting and supervising TVC
- Consumer engagement in retail & malls as well as rural markets
- Creating and supervising digital & mobile led associated campaigns
- Overseeing print campaigns in partnership with the art department

Associate Creative Director | McCann Worldgroup

January 2012 - June 2014 (2 years 6 months)

Primary clients serviced: Nestle, Johnson & Johnson, Eli Lilly, OMRON, Dabur, PSI (Population Services International) & NACO (National Aids Control Organization). The work profile included:

- Creating 360-degree creative communication for brands
- Creating BTL communication with digital & social media integration
- Leading new business pitches

Group Creative Supervisor – Copy | DDB Mudra Group

May 2011 - January 2012 (9 months)

As a part of DDB Remedy, primary clients serviced: Johnson & Johnson, Dr Reddy's Labs, Merck, UNICEF & Reliance KDAH (Kokilaben Dhirubhai Ambani Hospital). The work profile included:

- Ideating and overseeing execution of ATL & BTL campaigns
- Mentoring junior writers & art directors in my group
- Develop engagement ideas in new & digital media
- Leading new business pitches

SOCIAL

 [rohit-mukherjee-advertising](#)

 [@Gupshup_with_Ro](#)

 [rohit.mukherjee](#)

 [casually_ro](#)

SKILL SET

Creative Craft

Digital Advertising

Integrated Campaigns

Strategic Planning for Creative

Creative Leadership & Direction

Teamwork & Mentorship

Social Media Marketing

Content & Scripting

Platform Innovations & Tech

Presentation Skills

Inter-personal Communication

New Business Pitching

EXPERIENCE CONTINUED



Senior Copywriter | McCann Worldgroup

September 2007 - April 2011 (3 years 8 months)

Primary clients serviced: GlaxoSmithKline, ACUVUE (J&J), OneTouch (J&J), Abbott, Western Union, Jet Airways, Nirlep & Sebamed (USV Pvt. Ltd.). The work profile included:

- Leading the creative ideation process for all communication vehicles
- Develop engagement ideas across retail, digital and activation
- Conceptualization & execution of integrated marketing campaigns
- Be a part of new business pitches

Consultant Copywriter | Green Room Media

March 2007 - August 2007 (6 months)

A founder-member of this start-up boutique agency, dealing exclusively with healthcare marketing and events. Primary clients serviced: Dr Reddy's Lab & SUN Pharma. The work profile included:

- Conceptualizing brand launch campaigns in overseas markets
- Ideating brand activations & consumer engagement events
- Successful implementation of the above in Eastern European markets

Copywriter | Publicis Life Brands Watermelon

May 2006 - March 2007 (11 months)

First exposure to healthcare & pharma marketing. Primary clients serviced: Abbott, GlaxoSmithKline, SUN Pharma, Dr Reddy's Lab & Wockhardt. The work profile included:

- Ideating & executing all pieces of creative communication for brands
- Conceptualizing launch campaigns & engagements in rural markets
- Participating in new business pitches

Junior Copywriter | Rediffusion Young & Rubicam

April 2005 - April 2006 (1 year 1 month)

First exposure to the advertising industry, having started as an intern and graduating. Primary clients serviced: Airtel, EVEREADY, TATA Steel & TAJ Group of Hotels. The work profile included:

- Struggling writer, art director's drinking chum & senior writer's disciple
- Being bullied by client servicing and clients!
- Proof-checking, idiot proofing ads & creating reject-able campaigns
- Learning advertising the way no college or degree could teach

EDUCATION



Postgraduate Diploma Program
Advertising & Marketing Communication
Xavier's Institute of Communication
Mumbai

Bachelor of Mass Media
Advertising Honors
St. Xavier's College
University of Mumbai

Class XII - ISC 83%
Engineering Science Stream
St. Patrick's Higher Secondary School
Asansol, West Bengal

Class X – ICSE 92%
Science Stream
St. Patrick's H.S. School
Asansol, West Bengal

HOBBIES



Backpacking



Cycling



Struggling Poet



Reading



Photography



Road tripping



Day & Night
Dreaming



Observing sans
objective



References can be provided on request.

AWARDS & HONORS



**Cannes Lions International
Festival of Creativity**
1 Shortlist

**Spikes Asia
Festival of Creativity**
1 Bronze metal
5 Shortlists

**CLIO Advertising
Awards**
1 Silver metal
1 Bronze metal
2 Shortlists

**New York Festivals
Advertising Awards**
The Global Award
2 Finalists

**Kyoorius Creative
Awards**
11 Blue Elephants
17 Baby Elephants

**Effie Awards
Ad Club Bombay**
2 Silver metals
2 Bronze metals

**e4m Indian Digital
Marketing Awards**
3 Gold metals
1 Silver metal
1 Bronze metal
Best Advertiser on Mobile
Mobile Media Agency
of the Year

**Campaign India
Digital Crest Awards**
3 Gold metal
2 Silver metals
1 Bronze metal
3 Shortlists

**EMVIES
Ad Club Bombay**
4 Silver metals
1 Bronze metal

MMA Global SMARTIES
2 Gold metals
3 Silver metals
2 Bronze metals

**Festival of Media
Global Awards**
2 Gold metals

Flame Awards Asia
1 Gold metal
1 Silver metal

The Rx Club Show
2 Silver metals
The Carveth's Way Award
10 Awards of Excellence

Colgate YCMAD Awards
Period Winner 2018
Period Winner 2019



Looking forward to conversations, collabs or just good banter. . .

